

REP HEADLINE# 2336107
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP
SEP24/12 09.02
*** WFLA-TV ***

ADP # _____ ADP. NAME ISS/AMER. CROSSROADS
AGT # _____ AGT. NAME CROSSROADS MEDIA LLC

REP. # _____ OFF. # _____ SALESMAN # _____
BUYER NAME EMILY MILHOAN

66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # _____ CONTRACT # 6333107

CLASS: NATL. LOCAL REGIONAL

PRDCT AMERICAN CROSSROADS EST#953 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT2/12 OCT8/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE SEP24/12 09.02

REP: NEW ORDER
TTL \$42,750 @10X
PLEASE CONFIRM
THANKS, BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
AMERICAN CROSSROADS

WA: 46050

29/9/84

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE = 11 AGENCY EST# = 953
AGENCY PRODUCT CODE = 27

1 1000A-1030A 30 \$350.00 10/5 10/5 1 FRI 1

PROGRAM : WFLA NEWSCHANNEL 8 @ 10AM
CON COM1 : WFLA NEWSCHANNEL 8 @ 10AM

2 1000A-1030A 30 \$350.00 10/8 10/8 1 MON 1

PROGRAM : WFLA NEWSCHANNEL 8 @ 10AM
CON COM1 : WFLA NEWSCHANNEL 8 @ 10AM

3 1000P-1100P 30 \$7,000.00 10/8 10/8 1 MON 1

PROGRAM : REVOLUTION
CON COM1 : REVOLUTION

REP HEADLINE# C333127
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

SEP24/12 09.02
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			800P-1000P	30		16000.00	10/8	10/8	1		MON	1
PROGRAM : THE VOICE CON COM1: THE VOICE												
5			1000A-1030A	30		\$350.00	10/4	10/4	1		THU	1
PROGRAM : WFLA NEWSCHANNEL 8 @ 10AM CON COM1: WFLA NEWSCHANNEL 8 @ 10AM												
6			1000P-1100P	30		\$7,000.00	10/4	10/4	1		THU	1
PROGRAM : ROCK CENTER W/ BRIAN WILLIAMS CON COM1: ROCK CENTER W/ BRIAN WILLIAMS												
7			1000A-1030A	30		\$350.00	10/2	10/2	1		TUE	1
PROGRAM : WFLA NEWSCHANNEL 8 @ 10AM CON COM1: WFLA NEWSCHANNEL 8 @ 10AM												
8			1000P-1100P	30		\$5,000.00	10/2	10/2	1		TUE	1
PROGRAM : PARENTHOOD CON COM1: PARENTHOOD												
9			1000A-1030A	30		\$350.00	10/3	10/3	1		WED	1
PROGRAM : WFLA NEWSCHANNEL 8 @ 10AM CON COM1: WFLA NEWSCHANNEL 8 @ 10AM												
10			900P-1000P	30		\$6,000.00	10/3	10/3	1		WED	1
PROGRAM : LAW & ORDER SVU CON COM1: LAW & ORDER SVU												
<div style="text-align: center;"> <div>1</div> <div>9A-</div> <div>PTS Debat.</div> </div>												
OCT/12			42750.00									
CONTRACT TOTAL												42750.00
TOTAL SPOTS												10

MARKET TOTALS \$203,571 WFLA 21% WFTS 19% WTSP 21% WTVT 32% WTOG 0% WTTA 0% WMOR 0%
 SHARES ACCURATE. WMOX 0% WXPX 0% WWSB 7% CABL 0%

SVC- NSI
 DEMOS- RA35+*

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 780 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 226-8888

Original

Client: American Crossroads/ Issue	Submission Cost: 36750	Campaign Ref: E:063331070
Buyer: "	Client/Product/Estimate: 11/27/953	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/14/12	Weeks: 2	Order Ref: 06333107
Est./PO Number: 06333107	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: American Crossroads	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
1	M-F 10a News ...F..	01	350	30 Comme	Nbr of Spots	1	1	350
2	M-F 10a News M.....	01	350	30 Comme	Nbr of Spots	1	1	350
3	Mon 10p ET / 9p CT Revolution M.....	02	7000	30 Comme	Nbr of Spots	1	1	7000
4	Mon 8-10p ET / 7-9p CT Voice M.....	02	16000	30 Comme	Nbr of Spots	1	1	16000
5	M-F 10a News ...T...	01	350	30 Comme	Nbr of Spots	1	1	350
6	Thu 10p ET / 9p CT Rock Center ...T...	01	7000	30 Comme	Nbr of Spots	1	1	7000
7	M-F 10a News .T....	01	350	30 Comme	Nbr of Spots	1	1	350
8	Tue 10p ET / 9p CT Parenthood .T....	02	5000	30 Comme	Nbr of Spots	1	1	5000
9	M-F 10a News	01	350	30 Comme	Nbr of Spots	1	1	350
Weekly Totals: Total Spots(Ord Spots)					6	3	9	

American Crossroads/ Issue
Submission Number 780 Issue 1



WFLA-TV

P.O. Box 1410
Tampa, FL 33604

PHONE (813) 228-6886

Original

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
W....								
Weekly Totals:					Total Spots(Ord Spots)	6	3	9

		Grand Totals	
		Month 10 Weeks: 4	
		10/01	10/08
Totals			
Spots	9		6
Cost	36750		13400
			2335

Grand Totals:

Spots:	9
Gross Total:	36,750.00
Commission:	5,512.50
Net Total:	31,237.50